ROSENBERG PARKS AND RECREATION BOARD
MEETING MINUTES

On this the 22nd day of March 2018, the Parks and Recreation Board of the City of Rosenberg, Fort Bend County, Texas, met in a regular Session, at the Rosenberg Civic Center, located at 3825 Highway 36 South, Rosenberg, Texas.

Present: Amanda Barta, Chairman
        Dawnyell Gallien, Vice-Chairman
        Andy Peal, Secretary
        Rudy Cuellar, Member
        Rudy Guerrero, Member
        Steven Sterling, Member
        George Zapeda, Member

Absent: Bertha Nell Kelm, Honorary Member
        Edmund Samora, Member

Staff Present: Darren McCarthy, Parks and Recreation Director
               Carrie Kmiec, Recreation Programs Director
               Angelica Guzman, Administrative Technician

Call to order: Rosenberg Civic Center
Chairman Amanda Barta called the meeting to order at 6:00 p.m.

AGENDA


   KEY DISCUSSION
   • Angelica Guzman, Administrative Technician, verified everyone reviewed the previous meeting minutes for clarification.
   • A brief discussion was held regarding Family 4th entertainment; these comments were placed under agenda item number four.

   ACTION
   Motion by Secretary Andy Peal, seconded by Member Rudy Guerrero to approve the minutes of the Parks and Recreation Board Meeting on February 22, 2018.
   Vote: 7 - 0 Carried - Unanimously

2. Review and discuss a presentation by Avery Croteau of the National Fitness Campaign regarding installation of an outdoor fitness court for free public use in a City park, and take action as necessary to direct staff.

   EXECUTIVE SUMMARY
   Avery Croteau, Regional Campaign Manager of National Fitness Campaign, will present an overview of the 2018 National Fitness Campaign and proposed outdoor, bodyweight fitness court free for public use. Staff recommends the Board discuss the proposal and direct staff as appropriate.

   KEY DISCUSSION
   • Avery Croteau was unable to attend; therefore, item will be deferred to next month's Parks and Recreation Board Meeting.

3. Review and discuss proposed sponsorship levels for the 2018 Family 4th Celebration, and take action as necessary.

   EXECUTIVE SUMMARY
   This item will provide detailed information regarding recognition of sponsors of the 2018 Family 4th Celebration.

   KEY DISCUSSION
   • Carrie Kmiec researched online and viewed other cities sponsorship levels.
   • Ms. Kmiec updated the sponsorship levels from 2017 to add a $10,000 Patriotic Sponsor.
   • The proposed $10,000 Patriotic Sponsor will include exclusive sponsor from the industry, main stage naming rights, logo in pre-event promotional materials, banner placement on main stage (provided by the City), three
prominent logo/banner displays (provided by the City), recognition from stage at the event, sponsor board listing, social media mentions, press release recognition, and VIP parking for ten vehicles. 
- Main stage naming rights was recommended previously by Member George Zepeda.
- Ms. Kmiec requested feedback from Members present.
- In the past, Rosenberg dealerships were not interested in grouping and preferred to remain an exclusive sponsor.
- Member George Zepeda suggested having dealership logos displayed and vehicles placed around the stage area for dealership exposure.
- Sponsorship information will be distributed by May 1, 2018.
- Dealerships are not the only businesses that can sponsor; any business can sponsor the 2018 Family 4th Celebration.
- Mr. Zepeda asked Ms. Kmiec if she reached out to the Coca-Cola and Pepsi Company.
- Ms. Kmiec stated she reaches out to everyone included on the distribution list and posts sponsorship information on the City’s website and Parks and Recreation Department Facebook page.
- In addition, Ms. Kmiec will verify the Coca-Cola and Pepsi Company are included on the distribution list.
- Placing dealership vehicles around the stage will cause traffic problems with parking for the event and can be a safety hazard.
- Ms. Kmiec notified Board Members that she will discuss dealership vehicle placement with Police and Fire Department personnel at her next meeting.
- A majority of the Board Members agreed $10,000 is too high of an amount for a 4-hour event.
- Vice-Chairman Dawnrell Gallien recommended a Platinum Plus sponsorship level with no dollar amount.
- Secretary Andy Peal suggested leaving the dollar amount at $10,000 and negotiating offers from businesses who are interested in being a sponsor in order not to lose out on an opportunity of receiving the $10,000.
- Mr. Peal stated he has complete confidence in Ms. Kmiec to coordinate with involved staff and complete an organized layout for the event.
- Mr. Zepeda mentioned the Railroad Museum displays sponsors banners for a month after an event and we can possibly offer this to the $10,000 Patriotic Sponsor.
- Ms. Kmiec proposed advertising the Patriotic Sponsor on the marquee.
- Members agreed to leave the exclusive opportunity for the Patriotic Sponsor.
- Ms. Kmiec reaches out to businesses in the City of Rosenberg first and then, the surrounding areas.
- The digital billboard located on 2216 can also be used as an advertisement for sponsors.
- The 2018 Family 4th Celebration is not a commercial event.

4. Review and discuss updates on the 2018 Family 4th Celebration, and take action as necessary.

EXECUTIVE SUMMARY
Ms. Kmiec will present various children entertainment vendor quotes for recommendation of the 2018 Family 4th Celebration. Furthermore, this item will provide food vendor information.

KEY DISCUSSION
- Carrie Kmiec contacted several children’s entertainment vendors for quotes.
- J & D offers stilts walkers for $250.00 per person/per hour which totals $750.00 for three hours as well as Uncle Sam.
- Face painters, balloon twisters, etc. from J & D are $150.00 per person/per hour.
- In the past face painters pay the City a vendor fee and charge citizens at the event.
- Ms. Kmiec recalls Members previously stating they would like to have a completely free event offered to the citizens.
- At last year’s Family 4th Celebration, all three face painters were busy throughout the entire event.
- Another quote received from All Star Entertainment offers Uncle Sam on stilts for $600, juggler in patriotic attire for $600, balloon artist for $450, and face painters for $375 which includes three hours.
- Chairman Amanda Barta suggested keeping the face painters and allowing them to charge the citizens, but contract an Uncle Sam on stilts.
- A balloon artist or face painter can pay a vendor fee of $75, but will charge the citizens for their service.
- Member Rudy Guerrero proposed a blow up Patriotic Uncle Sam.
- Mr. McCarthy mentioned a blow up Patriotic Uncle Sam has been incorporated in the July 4th Celebration in the past for approximately $500, but it did not benefit the event.
- Ms. Kmiec stated she would like to get food vendors booked as soon as possible to allow for better preparation and organization.
- Contacting non-profit organizations now will give more time for them to prepare if they would like to participate at the Family 4th Celebration.
- All vendors are first come, first served and no two vendors selling the same food items are accepted due to competitive reasons.
- Ms. Amanda Barta suggested having more than one hamburger and hot dog vendor because of long lines.
- Ms. Kmiec stated there are only a limited amount of parking spots for vendors.
- The reason for limited food vendors is because the Health Department requires they set-up on concrete.
- The Civic Center parking lot is not only used for food vendors, but also for VIP sponsorship parking, staff parking, Police Department parking, and horse wagon parking.
- Food vendors can not park in the paved area behind the pond due to safety reasons and distance.
- Each vendor has the ability to form two lines.
- Depending on the size of the food truck, food vendor parking spot availability ranges from eight to nine.
- Food vendors are only allowed to park either their vehicle or food truck in the vendor parking spot.
• Member Rudy Cuellar wanted to know what the Health Department's biggest concern is for having food vendors on concrete.
• Staff was not familiar with Health Codes, but Ms. Barta agreed to asking and relaying the information at a later time.
• Health Department rules can not be altered by City Council; rules are set by the State.
• Placement of food vendors also depends on how the food is prepared.
• Board agrees for Ms. Kmiec to move forward and begin contacting food vendors.
• Member Andy Peal recommended looking into mobile vendors such as an ice cream cart.
• Attendees are allowed to bring their own picnics and coolers.
• Alcohol and glass bottles are not allowed.
• Member George Zepeda thought the Board agreed on a 6 to 2 vote for Steel Country to perform as entertainment for the Family 4th Celebration.
• Then, the entertainment item went to City Council and was changed.
• City Council did not provide a reason for the change.
• If one Council Member abstained there would have been a 3-3 vote causing the item to fail.
• Secretary Andy Peal proposed to prepare a correspondence to City Council on behalf of the Board relaying disappointment that the Board's recommendation for Steel Country was disregarded in favor of Horizon.
• The general consensus of the Board was in support of the proposed correspondence to City Council.


EXECUTIVE SUMMARY
The February 2018 Park Land Dedication Fund No. 221 - Revenues, Expenditures, and Pavilion and Athletic Field Fee Reports are attached for review and consideration. Staff recommends approval.

KEY DISCUSSION
• The remaining funds of $17,037 under CP1059 will be rolled over towards the Big League Field.
• The funds not used for the Big League Field may be placed back into the Park Land Dedication Fund to use for future improvements.
• The RDC Projects Fund for fiscal year 2018 Park Improvements CP1803 has a total of $53,041 remaining funds.
• Texas Parks and Wildlife did not approve the grant application to improve the paddling trail at Becerra Park; therefore, $20,000 have been placed back into Park Improvements.
• $3,041 remains from the handball court at Brazos Park and the shade structure placed at Travis Park.
• Mr. McCarthy would like to present a proposal to the Board at next month's meeting regarding the Parks Master Plan Update for a recommendation to take to the Rosenberg Development Corporation.
• The remaining funds of $53,041 would be used toward updating the Parks Master Plan.
• Updating the Parks Master Plan will give the Parks and Recreation Department a better opportunity to qualify for grants.
• Mr. McCarthy would like to apply for grants for the Nature Center to begin construction since the plans will be distributed to engineering before the end of this fiscal year.
• Ms. Kmiec questioned if the Parks Master Plan can be used by another department, such as a park in Downtown Rosenberg requested by the Main Street Department.
• Mr. McCarthy stated if a park specific project for another department is recommended in the Master Plan the plans may potentially be used towards that project.
• Staff has been busy making Park reservations.
• Due to the record number of kids, we have been allowing additional field use for the Rosenberg National Little League.

ACTION
Motion by Member Rudy Cuellar, seconded by Secretary Andy Peal to approve the Park Land Dedication Fund No. 221 - Analysis of Revenues, Expenditures, and Pavilion and Athletic Field Fee Report for the month of February 2018.

Vote: 7 - 0 Carried - Unanimously

6. Announcements.
• The annual Easter Egg Hunt will be held this Saturday, March 24 in the area surrounding the Gazebo at Seabourne Creek Nature Park.
• The Easter Egg Hunt will begin at 10:00 a.m. sharp with set-up by Parks Staff and volunteers beginning between 7:30 a.m. and 8:00 a.m.
• Over 12,000 plastic Easter Eggs are filled with candies, trinkets, and coupons.
• City Council will be considering accepting the swing donation from the Fort Bend Cares for Kids organization which includes a total of three regular swings, one infant swing, and updated signage.
• Angel Tapia, Executive Director of Fort Bend Cares for Kids, will present the swing donation and updated signage for Becerra Park to City Council on Tuesday, April 3.
7. **Adjournment.**

Completing announcements, Rudy Guerrero moved seconded by Rudy Cuellar, to adjourn the Parks and Recreation Board Meeting. The motion carried unanimously by those present and the meeting adjourned at 7:00 p.m.

Angelica Guzman, Administrative Technician